



**CREATIVE MINDS**

**“THIRTY YEARS AGO, WE COULDN’T KNOW  
THAT SOMETHING CALLED THE INTERNET  
WOULD LEAD TO AN ECONOMIC REVOLUTION.  
WHAT WE CAN DO -- WHAT AMERICA DOES  
BETTER THAN ANYONE ELSE -- IS SPARK THE  
CREATIVITY AND IMAGINATION OF OUR  
PEOPLE.”**

**PRESIDENT BARACK OBAMA**

# WELCOME

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Welcome to this year's annual U.S. Embassy Economic Conference "Creative Minds: The Importance of the Creative Economy in the US-Irish Relationship". We will gather together a fascinating mix of people to explore the role of creativity in spurring innovation and growth.

The event is part of my Creative Minds series which aims to engage prominent American and Irish artists and innovators to connect with the next generation of stakeholders in the U.S. - Irish relationship.

The conference will invite leaders in the arts, business, science and research to share insights on how to build organizations and communities that can learn, grow, and generate new ideas. This year's event will hear from Creative Minds speakers in technology, science, education, policy, food, design, social engagement, and culture who are driving the dynamism in the U.S.-Irish creative economy.

Welcome to Deerfield and thank you for participating in this gathering.

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KEVIN F. O'MALLEY  
U.S. Ambassador to Ireland



#CM15

@USAmbIreland

## SCHEDULE MORNING

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| 9.30  | REGISTRATION   |
| 10.00 | WELCOME BY AMBASSADOR KEVIN O'MALLEY   |
| 10.13 | PAT KING, CEO OF THE DOYLE COLLECTION  |
| 10.10 | CREATIVITY AS A CORE BUSINESS VALUE<br>EAMONN SINNOTT, PRESIDENT, AMERICAN CHAMBER OF COMMERCE, GM, INTEL  |
| 10.25 | THE RIVERDANCE CASE: LESSONS FOR BUSINESS LEADERS<br>JOHN MCCOLGAN, DIRECTOR, RIVERDANCE   |
| 10.40 | THE REAL ECONOMICS OF THE CREATIVE ECONOMY<br>SUNIL IYENGAR, DIRECTOR, OFFICE OF RESEARCH AND ANALYSIS,<br>U.S. NATIONAL ENDOWMENT FOR THE ARTS                            |
| 11.00 | WHAT WE KNOW ABOUT CREATIVITY IN INVENTION AND INNOVATION<br>ART MOLELLA, DIRECTOR, SMITHSONIAN INSTITUTION'S LEMELSON CENTER<br>FOR THE STUDY OF INVENTION AND INNOVATION |
| 11.15 | MUSIC BY ORLA GARTLAND   |
| 11.20 | THE U.S. - IRISH INNOVATION ADVANTAGE<br>AN TAOISEACH ENDA KENNY T.D.  |

## SCHEDULE AFTERNOON

- 11.35 THE CREATIVE IMPERATIVE: WHAT CULTURAL INSTITUTIONS AND BUSINESS CAN TEACH EACH OTHER ABOUT LEADING CREATIVE TEAMS
- 12:20 CREATIVE MINDS: OVERHEARD CONVERSATIONS  
JOSEPH O'CONNOR, AUTHOR WITH CHRISTOPHER MERRILL, DIRECTOR,  
INTERNATIONAL WRITING PROGRAM, UNIVERSITY OF IOWA
- 12.35 RHONA MURPHY, FORMER CEO, NEWSWEEK & THE DAILY BEAST  
WITH JOHNNY RYAN, FOUNDER, TOOLKIT.IE
- 12.50 NEIL JORDAN, FILM DIRECTOR, SCREENWRITER, NOVELIST  
WITH ALAN GILSENAN, WRITER, FILM DIRECTOR
- 13.05 NETWORKING LUNCH  
*MUSIC BY MAUD IN CAHOOTS*
- 14.00 BREAKOUT SESSIONS 1
- 15.15 BREAKOUT SESSIONS 2
- 16.45 CLOSING PLENARY
- 17.00 CLOSING NETWORKING RECEPTION

# **LIGHTNING TALKS**



## **CREATIVITY AS A CORE BUSINESS VALUE**

**Eamonn Sinnott**

President of the American Chamber of Commerce Ireland and GM, Intel

*VENUE: Main Marquee, 10.10am*



## **THE RIVERDANCE CASE: LESSONS FOR BUSINESS LEADERS**

**John McColgan**

Director, Riverdance

*VENUE: Main Marquee, 10.25am*



## **THE REAL ECONOMICS OF THE CREATIVE ECONOMY**

**Sunil Iyengar**

Director, Office of Research and Analysis, U.S. National Endowment for the Arts

*VENUE: Main Marquee, 10.40am*



## **THE U.S. - IRISH INNOVATION ADVANTAGE**

**An Taoiseach Enda Kenny T.D.**

*VENUE: Main Marquee, 11.20pm*

# THE CREATIVE IMPERATIVE: WHAT CULTURAL INSTITUTIONS AND BUSINESS CAN TEACH EACH OTHER ABOUT LEADING INNOVATIVE TEAMS

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TIME: 11.30AM

VENUE: MAIN MARQUEE

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MODERATOR: ANDREW HETHERINGTON, BUSINESS TO ARTS

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**Sharon McCooey**

Senior Director for International Operations, LinkedIn



**Trish Long**

Vice President & General Manager, The Walt Disney Company Ireland



**Ruth Vitale**

Film Producer and Executive Director, CreativeFuture



**Philip King**

Director, South Wind Blows



# OVERHEARD CONVERSATIONS



**Joseph O'Connor**, Author

with **Christopher Merrill**, Director, International Writing Program, University of Iowa

*VENUE: Main Marquee, 12:15pm*



**Rhona Murphy**, former CEO, Newsweek & The Daily Beast

with **Johnny Ryan**, Founder, Toolkit.ie

*VENUE: Main Marquee, 12:30pm*



**Neil Jordan**, Film Director, Screenwriter, Novelist

with **Alan Gilsenan**, Writer, Film Director

*VENUE: Main Marquee, 12:45pm*



# CREATIVE VOICES



**The Dublin City Rounders** celebrate the music of early American ragtime, Vaudeville, blues and Western swing. Since forming, brothers Rohan and Al have released four albums that breathe new life into forgotten classics.

*Venue: Arrivals, 9:30am & The Ballroom, 5:00pm*



**Orla Gartland** is an Irish singer/songwriter from Dublin. She gained popularity by posting covers on YouTube which racked up millions of views. An alumna of the 2015 South by Southwest (SXSW) Music Festival, Orla has just returned from her first North American tour.

*Venue: The Main Marquee, 11:00am*



**Maud in Cahoots** is an alternative pop act based in Dublin. Band members consist of Stephen Markham, and sisters Maud Ní Riordáin and Zoe Ní Riordáin. Alums of the SXSW Music festival, their newest single “Greatest Achievement” was released this April to critical acclaim.

*Venue: Main Marquee, 1:00pm*

# BREAKOUT SESSIONS



14.00

14.00

15.15

15.15

The Creative Company:  
Moving to the United  
States?  
Prepare to Think Different

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Breakthrough:  
Collisions Between  
Science and Art

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Intellectual Property  
Rights:  
Passport for Global  
Innovation

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Learning and  
Development with the  
AmCham L&D Group

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Food  
as a Creative Industry

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Now is the Age of Design

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Why Some Places  
Flourish As Idea  
Generators?

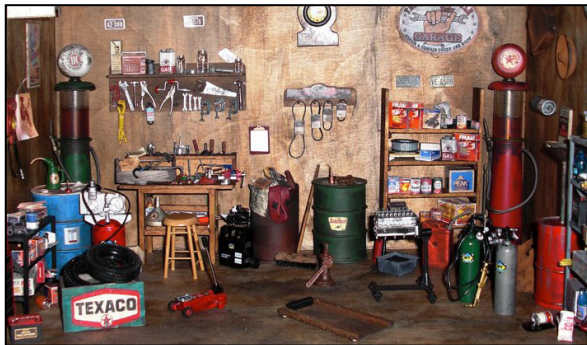
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Creative Engagement:  
The Art of Advocacy

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# THE CREATIVE COMPANY: MOVING TO THE UNITED STATES? PREPARE TO THINK DIFFERENT

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TIME: 2.00PM

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VENUE: THE GARAGE

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MODERATOR: LIAM HALPIN,  
COUNTRY MANAGER, DELL

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## PANELISTS:

Niamh Bushnell Dublin Start-Up Commissioner

Cathal Gaffney CEO, Brown Bag Films

Paul Quigley CEO, Newswhip

# BREAKTHROUGH: COLLISIONS BETWEEN SCIENCE AND ART

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TIME: 2.00PM

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VENUE: THE LAB

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MODERATOR: JONATHAN MCCREA,  
PRESENTER, FUTURE PROOF, NEWSTALK

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## PANELISTS:

**Linda Doyle** Associate Professor, Electronic & Electrical Engineering, TCD

**Mark Ferguson** Director General, Science Foundation Ireland

**Michael John Gorman** CEO, Science Gallery International

**Art Molella** Director, Smithsonian Institution's Lemelson Centre

# NOW IS THE AGE OF DESIGN

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TIME: 2.00PM

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VENUE: THE STUDIO

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MODERATOR: LAURA MAGAHY  
DIRECTOR, MCO PROJECTS

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## PANELISTS:

**Darrell Kavanagh** Managing Director, Image Now and Brighter than the Sun

**Sonya Lennon** Co-Founder and CEO, Frock Advisor

**Johnny Ryan** Founder, Toolkit.ie

**Brian Stephens** CEO, Design Partners

# FOOD AS A CREATIVE INDUSTRY

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TIME: 2.00PM

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VENUE: THE BARN

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MODERATOR: ELLA MCSWEENEY  
PRESENTER, RTE AND BBC

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## PANELISTS:

**Aidan Cotter** CEO, Bord Bia

**Zack Denfield** Founder, Centre for Genomic Gastronomy

**Patrick O'Riordan** Head of Innovation, Glanbia

**Colum O'Sullivan** Founder, Cully & Sully

# CREATIVE MINDS: LEARNING AND DEVELOPMENT WITH THE AMCHAM L&D GROUP

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TIME: 3.15PM

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VENUE: THE GARAGE

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LED BY AMERICAN CHAMBER LEARNING  
AND DEVELOPMENT GROUP

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## PANELISTS:

**Jeff Turner** L&D Manager EMEA, Facebook

**Ann O'Callaghan** Head of People Development, Global SMB, Google

**Carmel Keane** HR Training and Development Manager, Allergan

**Bruce Harley** Learning and Development Manager, MSD

**Jenny Llwelllyn** Senior Learning and Development Specialist, ServiceSource

**Louise Butler** WWCE Global Learning and Development, EA Games

# INTELLECTUAL PROPERTY RIGHTS: PASSPORT FOR GLOBAL INNOVATION

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TIME: 3.15PM

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VENUE: THE BARN

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MODERATOR: SIMON MCGARR  
SOLICITOR

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## PANELISTS:

**Kieran Drain** CEO, Tyndall Institute

**Ruth Vitale** Executive Director, CreativeFuture

**Raymond Hegarty** MD, IV International Licensing

**Aidan Sweeney** Senior Public Sector and Regulatory Executive, IBEC

# CREATIVE ENGAGEMENT: THE ART OF ADVOCACY

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TIME: 3.15PM

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VENUE: THE STUDIO

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MODERATOR: NIAL HARBISON  
CO-FOUNDER, SIMPLY ZESTY  
AND LOVIN' DUBLIN

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## PANELISTS:

**Michael Barron** Director, BeLonG To

**Rory Hamilton** Managing Director, Boys and Girls

**Gill Waters** Founder, Shave or Dye Campaign

**Fiona Kearney** Director, Glucksman Gallery

# WHY SOME PLACES FLOURISH AS IDEA GENERATORS

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TIME: 3.15PM

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VENUE: THE LAB

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MODERATOR: PAMELA NEWENHAM  
AUTHOR, SILICON DOCKS

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## PANELISTS:

**Niamh Bushnell** Dublin Start-Up Commissioner

**Sunil Iyengar** U.S. National Endowment for the Arts

**Christopher Merrill** Director, International Writing Program

**Art Mollela** Director, Smithsonian Institution's Lemelson Center



THE DOYLE  
COLLECTION



## A MESSAGE FROM OUR SPONSOR

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The Doyle Collection is delighted to be a part of this year's Creative Minds annual Economic Conference, celebrating the impact of the creative economy through U.S. and Irish Relations.

Supporting the arts and delivering on creativity is imbedded into The Doyle Collection family history and a role that we have taken on to empower our employees to learn, grow, build strong relationships and work together as a team to innovate. Today, The Doyle Collection consists of eight luxury hotels in five vibrant cities; Dublin, Cork, London, Bristol and Washington D.C.

In all our cities in which we operate, supporting arts and culture is an important way in which we do business and is evident through our hotel and brand relationships. Some examples of these relationships closer to home include: accommodation provided to The Dublin Theatre Festival, Guardian of The Abbey Theatre and Corporate sponsor to ID2015 in their year of Irish Design.

A key differentiator between The Doyle Collection and other hotel groups is that we put innovation and creativity to the forefront of everything that we do.

**PAT KING**

Chief Executive Officer, The Doyle Collection

#CM15

# BIOGRAPHIES

**Michael Barron** founded BeLonG To – an organization for lesbian, gay, bisexual and transgender young people – which has received commendation from the Council of Europe, UNESCO and the UN Office of the High Commissioner for Human Rights. In addition to his work with BeLonG To, Michael has also worked with the Department of Education in Ireland to develop the country's first national anti-bullying action plan. Michael is a regular contributor to television, radio and newspaper pieces.

**Niamh Bushnell** is a serial entrepreneur that has been announced as the first Dublin Commissioner for Start-ups, a position which has been funded privately though the Dublin City University Ryan Academy for Entrepreneurs. Niamh co-founded Pan Research in Dublin in 1996 and was recently appointed as Entrepreneur in Residence at Talent Tech Labs in Manhattan. Niamh will assume strategic responsibility for making Dublin the best place in Europe to start and grow a tech and innovative business.

**Aidan Cotter** is the Chief Executive of Bord Bia, the Irish Food Board. Aidan previously served in Bord Bia as Director of Operations and prior to that he was the organisation's European Director. Aidan holds an MBA from Cranfield School of Management in the UK and has Masters degrees in Economic Science and Agricultural Economics from University College Dublin. In September 2013, he was awarded an Honorary Degree of Doctor of Law from UCD.

**Zack Denfeld** is an artist, designer and educator who founded the Center for Genomic Gastronomy and CoClimate. He has worked for design studios, think tanks and universities globally. Zack helped launch Masters' programmes in Portland, Oregon, Bangalore and India. Zack is currently a researcher at the Science Gallery at Trinity College Dublin. Zack holds degrees from Syracuse University and the University of Michigan.

**Linda Doyle** is the Professor of Engineering and The Arts at Trinity College Dublin and Director of CONNECT/CTVR. In 2009 Linda wrote 'The Essentials of Cognitive Radio' published by Cambridge University Press. She has published over a 150 papers in internationally circulated journals. Linda has been involved with the Irish Department of Communications in writing a white paper on spectrum policy for Ireland.

**Kieran Drain** is the CEO of Tyndall National Institute. Kieran has over thirty years industrial experience in technology and business management in specialty chemicals for multiple market segments. He holds a PhD in Industrial Chemistry from Queen's University Belfast, is a Fellow of the Royal Society of Chemistry and holds an MBA (Finance and Accounting) from Regis University, Colorado.

**Mark Ferguson** is the Director General of Science Foundation Ireland and serves as Chief Scientific Advisor to the Government of Ireland. In 1984, Mark became the youngest Professor in Britain when he was appointed Professor in Life Sciences at the University of Manchester. Mark co-founded Renovo, a biotechnology company developing novel pharmaceutical therapies to prevent scarring and accelerate wound healing. As CEO, Mark built and led Renovo from a small private start up to a listed public company.

**Cathal Gaffney** co-founded Brown Bag Films in 1994. The company is now a leading computer animation studio employing over 120 full time staff in Dublin, with additional offices in LA. In 2002 Cathal was awarded an Oscar nomination as director of 'Give Up Yer Aul Sins'. Cathal is currently an Executive Producer on Disney's Doc McStuffins, which is rated as the number one preschool show in the US.

**Alan Gilsenan** is an Irish writer, director and film-maker. A graduate of Trinity College, Dublin – he won First Class Honours in Modern English and Sociology – Gilsenan received the inaugural A.J. Leventhal Scholarship. Gilsenan was also editor of The Piranha while at Trinity. He has since made a number of award-winning documentary films about Ireland. He is currently chairperson of the Irish Film Institute, a member of the Irish Film Board, and of the Board of the International Dance Festival Ireland.

**Michael John Gorman** is the Founding Director of Science Gallery and Adjunct Professor of Creative Technologies at Trinity College Dublin. Prior to joining TCD, Dr. Gorman was a Lecturer in Science, Technology & Society at Stanford University. Michael John is the author of several books and is widely published in international journals. Michael John has a BA in Physics & Philosophy from Oxford University and a PhD in History from the European University Institute in Florence. He has held postdoctoral fellowships at MIT and Harvard University.

# BIOGRAPHIES

**Liam Halpin** is General Manager for Dell Ireland. He is responsible for the company's commercial business on the Island of Ireland, leading the Dell teams that deliver innovative and pragmatic technology solutions to its customers in small and medium businesses, public institutions and large enterprises. Liam has over 20 years' experience in the IT industry having held senior management roles for Ireland, UK and EMEA at Fujitsu Siemens Computers prior to joining Dell.

**Rory Hamilton** is Founding Partner and Creative Director of Dublin agency Boys and Girls. Having only been established five years ago, Boys and Girls has gone on to produce award-winning work for clients such as Kellogg's, IDL Perno Ricard and Three Mobile.

**Gill Waters** worked at Today FM as Communications Manager. In her role here, Gill was the inspiration and driving force behind Today FM's Shave or Dye Campaign, which to date has raised over €8 million for the Irish Cancer Society. The campaign has seen her win multiple radio and marketing awards, break several Guinness World Records and in 2012, Gill was the recipient of the People of the Year Award. Gill was recently appointed Director of Fund-raising at the ISPCC.

**Niall Harbison** is an entrepreneur and best selling author. He built and sold social media agency UTV for millions in 2014 before going on to write the best selling book "Get Shit Done" (Published by Penguin). He is currently CEO of Picstash Ltd and The Lovin Group which operates websites in Ireland, UK and Germany. Niall is also an angel investor in several start ups scaling internationally.

**Fiona Kearney** is the founding Director of the Lewis Glucksman Gallery, a contemporary art museum on the campus of University College Cork. She has curated exhibitions nationally and internationally and published widely on contemporary art and photography. In 2008, she was the Irish commissioner for European Night at the Rencontres d'Arles international photography festival. Fiona served as a member of the Arts Council from 2009-2014 where she chaired the Policy & Strategy committee. She currently serves on the board of VISUAL centre for contemporary art, Carlow.

**Sunil Iyengar** directs the Office of Research & Analysis at the National Endowment for the Arts. Sunil also chairs the Interagency Task Force on the Arts and Human Development. Prior to this, he worked as a reporter, managing editor, and senior editor for a host of news publications covering biomedical research, medical device, and pharmaceutical industries. Sunil has a BA in English from the University of Michigan in Ann Arbor.

**Neil Jordan** is an Oscar nominated writer and director whose works include 'The Crying Game' and 'The End of the Affair'. Neil is a published author whose fiction has been translated into several languages, including: French, Spanish, Italian, German, Dutch, Swedish and Japanese. Neil co-founded a production company called Company of Wolves. He was conferred with the degree of Doctor of Literature (honoris causa) from The Queen's University Belfast. Neil is based in Dublin, Ireland.

**Darrell Kavanagh** co-founded Image Now in 1992 and he has been advising and directing clients on brand and vision strategies for over 17 years. These include Transport for London, DAA, and the Department of Transport, among others. He sits on a number of committees including the Dublin Chamber of Commerce (Transport), Business to Arts and 'The David Manley Awards'. Darrell has a BA in Visual Communication from Dublin Institute of Technology.

**Carmel Keane** is a HR Training and Development Manager at Allergan Pharmaceuticals Ireland. Carmel specialises Training and Development, Talent Acquisition, Performance Management and Good Manufacturing Practice (GMP) Training and holds a BA in Personnel Management for Galway-Mayo Institute of Technology and a BS in Microbiology from NUI Galway. Carmel is founding Chair of the AmCham L&D Working Group.

**Bruce Harley** is a Learning & Development Manager at MSD. Bruce is responsible for the strategic development of talent at their Dublin pharmaceutical operations plant. His particular interest is in helping organisations build culture and processes that help people experience success by combining organisational psychology with practical business improvement methodologies such as Lean Six Sigma.

# BIOGRAPHIES

**Taoiseach Enda Kenny** was elected as the Prime Minister of Ireland in 2011. He is the leader of Fine Gael and spelled out his vision of the party as a centre right entity which focuses on the rights and responsibilities of all citizens. Enda is the longest serving TD in Dáil Éireann. He previously served as the Minister for Tourism and Trade and as the Vice-President of Fine Gael's European Affiliate - the European People's Party.

**Philip King** is a curator and producer of bespoke cultural events, film director, writer, musician, broadcaster, commentator and contributor to national and international forums on the role and contribution of culture and arts in society. Other Voices – Songs From a Room was conceived and created by Philip in 2002. Philip is currently organizing a major event in London for 2016 in association with The Barbican and The Guardian. He presents a weekly radio show, RTÉ's 'South Wind Blows'.

**Johnny Ryan** is the founder of The Innovation Toolkit and former Chief Innovation Officer at The Irish Times. The Innovation Toolkit is a suite of indispensable methods to implement change, reduce risk, and master the customer experience. Johnny holds a Doctorate degree from the University of Cambridge.

**Sonya Lennon** is an author, broadcaster, social entrepreneur, stylist and designer. Sonya has a weekly style column in The Irish Times. She co-founded Frockadvisor, a social commerce platform for independent retailers. Prior to this, she launched a global not-for-profit initiative 'Dress for Success Dublin' and presented popular television programme RTÉ's 'Off The Rails'.

**Jenny Llewellyn** is a Senior Learning & Development Specialist at Service-Source. Jenny is an L&OD professional with experience in multi-national and SME organisations. Jenny specialises in Learning & Development, Organisation Development and Talent Management. Jenny holds a Master of Science (MSc) on Work & Organisational Psychology from the University of Limerick.

**Ann O'Callaghan** is Head of People Development - Global SMB at Google and was one of the first recipients of the Googles Great Manager Award in 2009. Ann has a B Sc Biotechnology from DCU and prior to joining Google in 2007 was Head of Training & Development, Fab 24 at Intel.

**Jeff Turner** is the L&D Manager EMEA at Facebook. Jeff is a MSC qualified HR professional, with extensive operational and sales experience who optimises performance through the development of other and specialises in performance management processes and implementation. He holds an MSC in Training and Performance Management from the University of Leicester.

**Laura Magahy** is a founder and Managing Director of MCO. Laura has extensive experience in charting and implementing strategic organizational change, with particular expertise in healthcare. Laura is currently chair of the Design and Crafts Council. She previously served as President of the Institute of Directors and has served on various Boards as Chairman, Non-Executive Director, and Executive Director. Laura holds a BA, MBA is an Honorary Member RIAI, CDir and Certified Project Director, Level A (IPM).

**John McColgan** is a founding Director of Tyrone Productions, Ireland's premier independent television production company and he is the Chairman of Today FM Radio Station. John played a key role in the evolution of Riverdance. He sat on the Board of the Abbey Theatre for five years and was the artistic director of the entertainment to mark the State visit of Queen Elizabeth II to Ireland in May 2011. He is currently co-producing two large-scale stage productions: The Parting Glass and Heartbeat of Home.

**Sharon McCooey** is the Senior Director International Operations at LinkedIn. LinkedIn aims to connect the world's professionals to make them more productive and successful by finding business opportunities, recruitment or showcasing their expertise. Sharon leads a team of over 600 employees at LinkedIn's international headquarters in Ireland. She is also a member of the Board of Directors of the American Chamber of Commerce Ireland.

**Jonathan McCrea** is a multi award-winning TV and radio broadcaster and founder of Whipsmart Media, a communications company based in Dublin. He is the lead media trainer for Science Foundation Ireland. As part of his role as a science communicator, Jonathan has provided training and workshops for organisations such as The British Council, Science Foundation Ireland and Teagasc. He is currently writing two books: 'Where's My Flying Car?' and 'Say that Again: The Science of Powerful Communication'.

# BIOGRAPHIES

**Ella McSweeney** is a television presenter and radio broadcaster. She recently returned for her second series of Ear to the Ground on RTÉ. Ella has produced and presented agricultural, science and wildlife programmes including 'Farm Week' and 'Shanks Mare'. Ella is currently studying for her Masters degree in Organic Farming and she has a particular interest in rural issues in Ireland.

**Christopher Merrill** is a published author and poet. His work has been translated into over thirty languages. Christopher is the Director of the International Writing Programme at the University of Iowa. In this capacity he has conducted cultural diplomacy missions to more than forty countries. He serves on the U.S. National Commission for UNESCO and in April 2012 President Obama appointed him to the National Council on the Humanities.

**Art Molella** is the Jerome and Dorothy Lemelson Director of the Smithsonian Institution's Lemelson Center for the Study of Invention & Innovation at the National Museum of American History. He is the Center's founding director. He received his M.A. and Ph.D. in the History of Science from Cornell University. He is a Senior Lecturer of History of Science and Technology at the Johns Hopkins University. He currently sits on the boards of the National Inventors Hall of Fame and the MIT Museum.

**Rhona Murphy** is the founder of Rhona Murphy Media Consulting. She began her media career at The Times in London. Rhona is the former CEO of The Daily and prior to this, she was the Managing Director of Newsweek International based in New York. Rhona also served as the Managing Director for North American sales for Dow Jones International in New York. Rhona holds a BA and MA in English Literature from Trinity College Dublin.

**Pamela Newenham** is a business journalist with The Irish Times. She specialises in the areas of innovation, technology, start-ups and entrepreneurship. She has previously written for the Irish Independent, Irish Examiner, Irish Daily Mail, Food & Wine magazine and NUI Maynooth's ReSearch magazine, among other publications.

**Eamonn Sinnott** is the vice president of the Technology and Manufacturing Group and general manager of Intel Ireland. He is a board member of the Centre for Research on Adaptive Nanostructures and Nanodevices (CRANN), Trinity College Dublin and director of the American Chamber of Commerce in Ireland. Eamonn holds a Bachelor of Science from Trinity College Dublin and an MBA from University College Dublin.

**Brian Stephens** is co-founder and CEO of Design Partners, a strategic product design consultancy. Based in Ireland, the 35 person team collaborate with clients through studios in Dublin, San Francisco and Eindhoven. Their work has been recognised across the globe as a commercial success and it has been presented with various design awards. Immediately before setting up Design Partners, Brian spent two formative years in Asia where he worked with GK Design in Tokyo specialising in automotive and capital goods projects.

**Andrew Hetherington** is the Chief Executive of Business to Arts, a nonprofit organisation which supports creative partnerships between businesses, individuals and the arts. He is the Chair of the Butler Gallery in Kilkenny, an International Fellow of the DeVos Institute of Arts Management at The Kennedy Center and is a member of the Irish Government's Forum on Philanthropy and Fundraising.

**Trish Long** is the Vice President & General Manager of Walt Disney Studios Motion Pictures, Ireland. Trish holds a Masters in cultural and Communication Studies from Dublin City University. She has sat on the Film Advisory Committee of the Irish Film and Television Awards (IFTA); sits on the Irish Industry Trust; is a board member of the Irish Film Institute (IFI) and a member of the Governing Authority of the University of Limerick.

**Ruth Vitale** has been at the forefront of independent film production and distribution for more than three decades, including as Founder and Co-President of Paramount Classics and President of Fine Line Features. Her films have won three Oscars and received 16 nominations as well as 18 Golden Globe nominations and two wins. She is a member of the Academy of Motion Picture Arts & Sciences.

# BIOGRAPHIES

**Joseph O'Connor** is an international bestselling author and screenwriter. His works include: 'Cowboys and Indians' which was nominated for the Whitbread Prize and 'Star of the Sea' which has sold more than a million copies and has been published in thirty-eight languages. Joseph broadcasts a popular weekly radio diary on RTÉ's Drivetime and he frequently writes for The Guardian Review and The Sunday Independent.

**Kevin F. O'Malley** was sworn in as U.S. Ambassador to Ireland on September 30, 2014 and presented his credentials to President Michael D. Higgins on October 8, 2014. Ambassador O'Malley, an attorney, was a partner at Greensfelder, Hemker & Gale, P.C., in St. Louis, Missouri whose trial skills have earned him Fellowship in the American College of Trial Lawyers. Ambassador O'Malley has been an adjunct professor both at Washington University School of Law and St. Louis University School of Law. He is a nationally recognized author of a treatise on jury instructions that is used in federal jury trials throughout the United States.

**Patrick O'Riordan** is the Chief Science & Technology Officer at Glanbia. Patrick is responsible for providing innovation thought leadership across Glanbia that maximizes scientific & technological advances. Prior to joining Glanbia, Patrick was Innovation & Insights Director for Lion Dairy & Drinks Pty Ltd in Australia. Patrick has a PhD in Food Science & Technology (Nutritional Sciences) and HDip in Management & Marketing from University College Cork, Ireland

**Colum O'Sullivan** is the co-founder of Cully & Sully who supply over 1,500 shops nationwide with a range of fresh soups and pies. Cully & Sully were the first Irish company to win a category award at the Sial d'Or awards in Shanghai and went on to the Global Sial d'Or awards in Paris, beating 248 products from 30 countries. Colum holds a BSc degree in Food Business from University College Cork.

**Paul Quigley** is NewsWhip's co-founder and CEO. He is based in NewsWhip's HQ in Dublin but is regularly in New York to meet customers and partners. He has a keen interest in the future of content distribution and is a frequent speaker and writer on social distribution and changes in the media landscape.

**Simon McGarr** is a graduate of UCD and GMIT. Prior to entering the legal profession he worked in the public sector. Simon concentrates on Civil and Commercial litigation matters. He has particular experience in the areas of IP and internet law and is regularly called on to comment in the media.

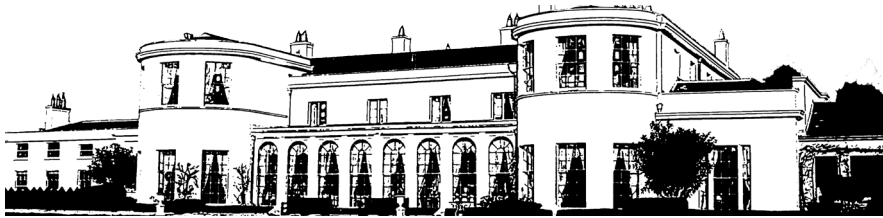
**Aidan Sweeney** is Ibec's Senior Executive for Government, Enterprise and Regulatory Affairs, Aidan's role is to represent the needs of member organisations to government and various stakeholders. Over seven years with Ibec, he has worked largely on the science, technology and innovation agenda, with particular emphasis on promoting greater investment in research and greater industry-academic engagement. He is a member of the governance board for the SFI Research Centre, ADAPT: The Global Centre of Excellence for Digital Content and Media Innovation.

**Raymond Hegarty** is Managing Director of of IV International Licensing, based in Dublin. He is an international authority on commercializing intellectual property and is the first Irish person to be recognized by Intellectual Asset Magazine among the world's top IP strategists. Raymond has qualifications from universities in Ireland and France.

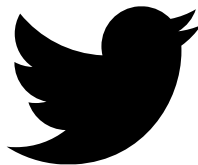
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